



The Empire Code



ADVOCATE STRONG CHARACTER

We all depict our brand and represent our strongest asset. We must insist on being the best everyday. Always maintain a professional manner about yourself, including how you look, how you speak, how you write, and how you represent our company. Regardless of the situation, remember that our success relies on always adhering to high ethical standards and maintaining the highest degree of integrity.



IMPART RESPECT

Business is all about people. We should always respect each other and work together to get the job done. Losing control of our emotions only demonstrates a lack of respect. Disagreeing with a position and offering a different point of view is healthy. Providing honest feedback is essential. However, we should always communicate in a professional and respectful manner.



PROCLAIM A COMMITMENT TO SUCCESS

Do not make a commitment unless you are willing and able to follow through with it. A lack of commitment will increase our risk of failure. Once you have committed to something, make it happen. Never, ever give up.



BE DECISIVE

Decisions, no matter how tough they may be, should always be in the best interest of the business. This ensures the overall welfare of the group, not just the individual. Avoid using maybe, perhaps, we'll see. Make decisions and move forward.



CONSTANTLY COMMUNICATE

Open and honest communication is fundamental to the success of our company. Maintain open lines of communication at all levels. Keep an open door policy. Respect the chain of command, but avoid bureaucracy.



RATIFY EMPOWERMENT AND ASSUME ACCOUNTABILITY

Take ownership and make decisions. Think for yourself, share your thoughts, and contribute to the overall good of the business. We all make mistakes. Admit when one has been made, correct it, learn from it, and move on. Don't allow arrogance or ego to cloud what's best for the business. Hold yourself accountable and never use excuses.



PROMOTE STRATEGIC FLEXIBILITY

Never get positional on strategies, even if it was your idea. Making adjustments along the way allows the business to succeed. Approach situations openly, but never compromise your values and the code. The best strategies evolve. Let the process of learning shape your strategies and the corresponding direction taken.



IMAGINE NO LIMITS

Maintain a no-limit philosophy. Never be satisfied. Be creative and seek the unexpected solutions and options. Avoid setting or allowing anyone to set boundaries.



OCCUPY PASSION

You can achieve the impossible when you are driven by passion. True passion allows for persistency of purpose, despite the certain obstacles.



WELCOME RISK

Taking risks is a key ingredient to the growth, evolution, and success of our company. Always look for opportunities to create value. Seize them when they arise. Consider the facts and be bold, but be smart about what you do.



EMPLOY SOUND JUDGMENT

Make no assumptions since every situation is different. Always challenge the data and the experts. If you have a concern, take the time to investigate and verify. Policies are designed to guide people and not intended to create blind obedience.



EXECUTE

A plan is worthless unless our team can execute it. Maintain discipline, structure, and organization. Track your progress, set targets, hold regular meetings, and hold the team accountable. Keep pushing and when you get push back, push harder.

